

located upstream from the test line and the control line such that a liquid sample applied to the device transports the mobile reagent from the reagent along the support in a downstream direction through the positions of the test line and the control line,

wherein the mobile reagent comprises a direct particulate label co-sensitized with a third specific binding reagent having specificity for the analyte, and a protein which is specifically bound by the second specific binding agent but does not bind to the first specific binding agent nor otherwise participate in complex formation which would lead to capture of the mobile reagent in the test line, and wherein the first specific binding agent specifically binds to the analyte.

13. The assay device of claim 12, wherein the first specific binding reagent is an antibody raised against the analyte.

14. The assay device of claim 13, wherein the protein is an immunoglobulin and the second specific binding reagent is an antibody raised against the immunoglobulin.

15. The assay device of claim 14, wherein the third specific binding reagent is an anti-human chorionic gonadotropin antibody.

16. The assay device of claim 15, wherein the immunoglobulin is rabbit immunoglobulin G, and the anti-human chorionic gonadotropin antibody is a murine monoclonal antibody.

17. The assay device of claim 16, wherein the direct particulate label is a colored latex particle.

18. The assay device of claim 12, wherein the third specific binding reagent is an anti-human chorionic gonadotropin antibody.